

Tab 1



# **Instagram Content Strategy for Comet**

## **1) Defining Comet's Brand Identity on Instagram**

### **1. Visual Aesthetics :**

- Use bold, edgy visuals with a focus on urban environments and energetic colors.
- Incorporate elements of Indian culture subtly, such as local landmarks or traditional motifs paired with contemporary styles.
- Share authentic stories of individuals who live, work, and create in Comet sneakers, artists

inspired by city streets, students chasing dreams, or travelers exploring new paths. Basically, show how Comet empowers everyday lives with comfort and style, becoming part of their unique journeys.

## 2. Tone and Voice :

- Be conversational and approachable, appealing to India's young sneakerheads.
- Use aspirational messaging that encourages self-expression, such as *"Step into your unique story with Comet."*
- Craft captions that tap into trending cultural references and everyday humor that speaks the language of digital natives while making them smile. Use clever wordplay, relatable moments.

## 3. Core Values to Highlight :

- **Innovation** = Showcase features like comfort, durability, and unique designs

- **Community** = Celebrate customers as key members of the #CometCrew.
  - **Cultural Connection** = Keep campaigns rooted in Indian festivals, sports culture, and trends to enhance relatability.
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## 2) Hashtag Strategy

1. **Branded Hashtags** = Build identity and encourage community interaction with hashtags such as :

- #StepWithComet
- #CometCrew
- #IndianStreetwear

2. **Niche Hashtags** = Connect with sneaker enthusiasts and streetwear communities by using:

- #SneakerGoals

- #StreetStyleIndia
- #ShoeGameStrong

3. **Occasion-Based Hashtags** = During events, align content with popular trends such as :

- #IPL2025 during the cricket season.
- #HoliSneakers for festival-themed campaigns.

4. **Campaign Hashtags** = Create unique hashtags for interactive campaigns such as styling contests or UGC challenges. For example:

- #CometStylingChallenge

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### 3) Content Calendar

**Weekly Content Plan :**

1. **Monday:** Life in Motion, Capture dynamic moments of people on the move, where Comet sneakers complement their everyday journeys.

A vibrant shot or Reel of a young professional hopping off a bustling Mumbai local train, confidently striding in their Comet sneakers.  
Caption: *"Every journey starts with the right step."*

2. **Wednesday:** Behind-the-Scenes

- Highlight the craftsmanship and design process of Comet sneakers.
- Include interviews with designers or snapshots of manufacturing processes.

3. **Friday:** Interactive and Fun Fridays

- Use Reels with engaging themes like styling tips or sneaker care routines.
- Host polls or games on Stories, like *"Which color of Comet sneakers is your vibe?"*

#### 4. **Saturday:** UGC

- Feature user-generated content submitted under #CometCrew.
- Share shoutouts and styling inspiration from customers and influencers.

#### 5. **Sunday:** Trending and Lifestyle

- Share Reels using trending audio and challenges that fit Comet's branding.
- Examples: Collaborations with influencers showing off their favorite Comet sneaker looks.

### **Special Campaigns :**

#### **1. Festival-Themed Content:**

- For Holi, create visuals of colorful sneakers with a campaign tagline like *"Add color to your steps with Comet."*

- During Diwali, showcase limited-edition sparkle designs and tie campaigns to gifting ideas.

## 2. Sports-Driven Campaigns:

- Collaborate with cricket players during IPL season to promote sneakers as the “official post-game footwear.”
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## 4) Community Engagement

- Interactive Stories: Create polls, quizzes, and “This or That” sliders regularly. For example: *“Sneakers or flip-flops on a lazy Sunday?”*
- Live Sessions: Host Instagram Live events with designers, sneakerheads, or athletes to discuss trends and answer follower questions.



- Challenges: Run contests like “*The Comet Style Challenge*,” asking followers to post creative styling ideas using Comet sneakers with the hashtag #CometStylingChallenge.
  - Collaborations: Partner with streetwear influencers and micro-creators who resonate with Comet’s values.
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## **5) Budget and Partnerships**

- Content Creation: Invest in professional visuals, including photoshoots with diverse models and slick Reels production.
- Influencers: Collaborate with local influencers who engage niche audiences like sneakerheads, eco-conscious shoppers, and streetwear lovers.

- Partnerships: Explore tie-ups with Indian streetwear brands for co-branded campaigns or capsule collections.
- Tools: Use platforms like Meta Business Suite for scheduling and Canva for quick designs to maximize efficiency.



